

Chapter 6

Public Opinion and the Media

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- ### Enduring Questions: Public Opinion
1. Proper role in policy making
 2. Origins
 3. The disconnect between political elites & the mass public

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- ### Proper Role of Public Opinion in Policy Making
- **Types of publics**
 - The mass public
 - The many issue (attentive) publics
 - **Types of policy making** (ch. 13)
 - Majoritarian
 - Rival interest group
 - Client interest group (iron triangle)
 - Entrepreneurial

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- ### Origins of Political Attitudes
- **Primary-groups**
 - Family
 - School
 - Job
 - **Secondary-groups**
 - Party
 - Region
 - Gender
 - Age
 - Race/ethnicity

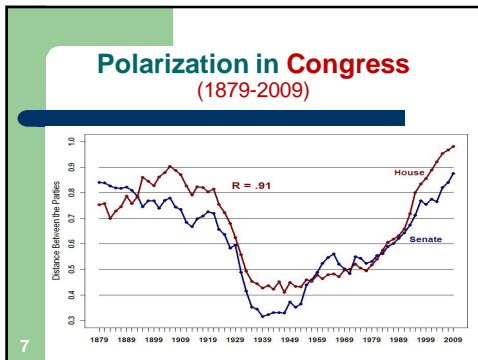
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- ### Disconnect between Political Elites & the Mass Public
- **Political polarization** in elites:
 - Congress
 - Issue publics
 - **Political moderation** in the mass public

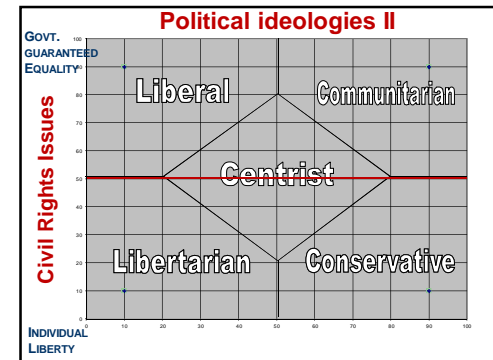
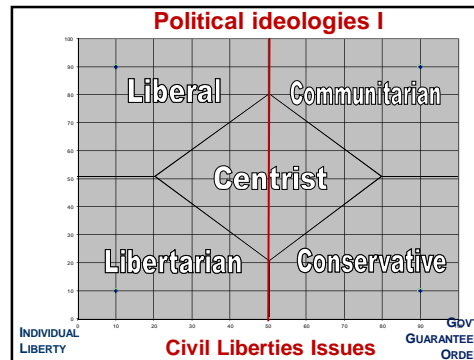
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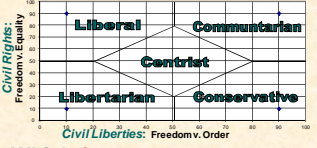
- ### Sources of Elite Polarization
1. Changes in election rules
 - Primary elections
 - Campaign contributions
 2. Changes in redistricting
 3. Changes in the mass media

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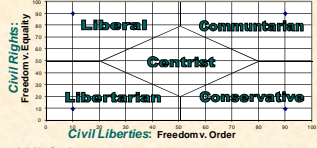
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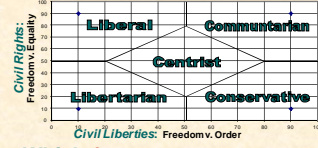
Which **favours** government guarantees of both **equality & order**?

- A. Liberals
- B. Communitarians
- C. Libertarians
- D. Conservatives



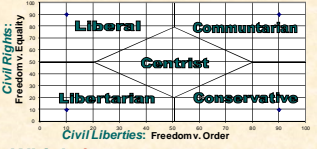
Which **opposes** government guarantees of both **equality & order**?

- A. Liberals
- B. Communitarians
- C. Libertarians
- D. Conservatives



Which **favours** government guarantees of **equality** but not **order**?

- A. Liberals
- B. Communitarians
- C. Libertarians
- D. Conservatives



Which **favours** government guarantees of **order** but not **equality**?

- A. Liberals
- B. Communitarians
- C. Libertarians
- D. Conservatives

In public-opinion polls, the U.S. mass public is most likely to take which **issue position**?

- A. Liberal
- B. Conservative
- C. Centrist
- D. Libertarian
- E. Communitarian

IDEALOG WEBSITE

- Please take the political issues survey at the following website to learn more about political ideology and what your issue preferences say about your **personal political ideology**:
- <https://www.idealogy.org/en/quiz/1454ccfef>

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Enduring Questions: Mass Media

- **Changes**
 - Technology
 - Ownership
 - Competition
- **Bias**

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Changes in the Mass Media

- **Technology**
 - Decline of print
 - Rise of electronic
- **Ownership**
 - Foreign
 - Corporate
- **Competition**

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Bias in the Media

- **Selecting what to cover: agenda setting**
- **Framing the context**
- **Distorting the content**
 - Partisan/ideological
 - Commercial – owners & advertisers
 - Infotainment

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